



Brand Development
Public Relations
Advertising
Interactive Solutions
Graphic Design

FOR IMMEDIATE RELEASE

NEWS FOR:

Downtown Center Business Improvement District,
Los Angeles

MEDIA CONTACTS:

Kim Macy / Natalie Weiner
Macy + Associates Inc.
310.821-5300 x 222/236
kmacy@macyinc.com

DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT SUCCESSFULLY LAUNCHES 'GET URBAN' CREATIVE AND TECH OFFICE INITIATIVE

More Than 75 Guests Attended the First of a Monthly Program of Tours Showcasing The Variety of Innovative Workspaces Offered Throughout Downtown L.A.

(Los Angeles, CA – April 6, 2015) – The Downtown Center Business Improvement District [DCBID] recently celebrated the kick off of their 'GET URBAN' program, a multi-faceted office leasing initiative designed to attract tech and other companies in creative industries to Downtown Los Angeles, announced Carol Schatz, President and CEO of the DCBID. Attendees enjoyed guided tours of some of downtown's most innovative and high-tech office spaces, learning first hand how these varied and collaborative workspaces combine with downtown's amenity rich urban environment to maximize productivity.

The audience of nearly 75 guests, more than double the original capacity, filled two luxury buses with interested brokers from all areas of Los Angeles, potential tenants, business owners, and media. The DCBID guided attendees through the visionary work environments of Nation Builder, Rhubarb Studios, OUE Limited's marketing suite, Arquitectonica, One Cal Plaza's creative spec floor, and concluded with a showcase cocktail and hors d'oeuvres reception at CBRE's Global Headquarters, featuring remarks from Ms. Schatz, President of the Greater Los Angeles and Orange County Region for CBRE Lew Horne and City Councilmember Jose Huizar.

"GET URBAN is designed as a showcase of Downtown LA's vibrant urban experience for businesses and brokers from other area's of the city," according to Schatz. "The tours allow them to experience first hand the incredible workspaces in the market which have been designed to attract and retain talent, while maximizing productivity and innovation."

The GET URBAN tours will continue on a monthly basis, occurring on the fourth Thursday of each month. Scheduled from 2:00p – 5:00p, the tours are complimentary but reservations are required. Go to www.downtownla.com/GetUrban to reserve a space.

NEXT GET URBAN TOUR: April 23rd**

- US Bank Tower, 633 W. 5th Street – Liner Law (11,000SF)
- Coast Savings Building, 315 W. 9th Street – IBI Engineering (12,000SF)
- Broadway Arts Tower – 529 S. Broadway Street (700-1,000SF)
- **Showcase and Reception:** Steelcase, Inc., 1150 Olive St.



Brand Development
Public Relations
Advertising
Interactive Solutions
Graphic Design

ABOUT THE DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT (DCBID)

The Downtown Center Business Improvement District (DCBID) has been the catalyst in Downtown Los Angeles' transformation into a vibrant 24/7 neighborhood. A coalition of nearly 1,700 property owners in the central business district, the DCBID members are united in their commitment to enhance the quality of life in Downtown Los Angeles. Bounded by the Harbor Freeway to the west, First Street to the north, Main and Hill streets to the east, and Olympic Boulevard to the south, the organization helps the 65-block central business district achieve its full potential as a great place to live, work, and play. For more than 16 years, the DCBID's programs and initiatives have been the driving force behind the Downtown Los Angeles Renaissance. Now universally recognized as one of the nation's most dynamic urban centers, downtown Los Angeles was recently heralded as 'The Next Great American City' by GQ Magazine and listed as number 5 in The New York Times' '52 Places to Go in 2014'.

For more information, visit www.downtownla.com.